



A STUDY ON THE IMPACT OF SOCIAL MEDIA ON STUDENT'S ACADEMIC PERFORMANCE OF KUCHINDA COLLEGE, KUCHINDA

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CHAPTER 1

INTRODUCTION

The world is today celebrating the improvement in communication technology which has broadened the scope of communication technologies (ICTs). Modern Technology in communication no doubt has turned the entire world into a "Global village". But as it is technology like two sides of a coin, bring with it both negative and positive sides it helps people to be better informed, enlightened, and keeping abreast with world development, Technology expose mankind to be a better way of doing things Social networking sites include: Twitter, Yahoo Messenger, Facebook, Blackberry Messengers (BBM), WhatsApp, 2go messenger, Skype, Google talk, Google Messengers, iPhone and Androids. These networking sites are used by most people to interact with old and new friends, physical or internet friends (Asemah and Edegoh, 2012). The world has been changed rapidly by the evaluation of technology, this has resulted into the use of technology as the best medium to explore the wide area of knowledge.

Social media impact on student academic performance is multifaceted, encompassing both positive and negative aspects. In one hand, social media platforms can provide avenues for collaboration, access to educational resources, and opportunities for networking, which can enhance learning experience and academic performance and also offers platforms for discussion and knowledge sharing that enhance learning beyond traditional classroom settings. However, its pervasive nature can also lead to distractions, such as excessive time spent on non-academic activities, multitasking during study sessions, and exposure to misinformation for harmful content. Moreover, social media can contribute to feelings of inadequacy or anxiety, stemming from comparisons with peers and pressure to maintain a curated online persona. Thus, while social media can enhance learning opportunities, it also presents challenges that require mindful navigation to mitigate negative impact on academic performance.

Social networking sites although has been recognized as an important resource for education today, studies however shows that students use social networking sites such as Facebook for fun, to kill time, to meet existing friends or to make new ones (Ellison, Steneinfield, and Lampe 2007). Although it has been put forward that students spend much time on participating in social networking activities, with many students blaming the various social networking sites for their steady decrease in grade point average (Kimberly, Jeong and Lee, 2009), it also

shows that only few students are aware of the academic and professional networking opportunities the sites offered.

CONCEPT OF SOCIAL MEDIA

Meaning of Social Media:

Social media is a collective term for websites and applications that focus on communication, community based input, interaction, contact sharing and collaboration. People use social media to stay in touch and interact with friends family and various communities.

Andreas Kaplan and Michael Haenlein define social media as "a group of internet based applications that build on the ideological and technological foundations of Web 2.0, which allows the creation and exchange of user-generated content."

John Dewey, an influential educationist, defines social media as "platforms that enable the exchange of ideas, collaboration, and the cultivation of communities beyond physical boundaries. Ha might emphasize the potential of social media to democratize learning and foster participatory education, where learners actively engage with content and each other to construct knowledge collaboration."

Types of Social Media:

Types of social media platforms include:

- **Social networking sites:** These platforms focus on connecting users based on personal relationships, interest, or professional affiliations. Examples include Facebook, LinkedIn and Myspace.
- **Microblogging:** These platforms allow users to share form content, such as text updates, photos and videos, with their followers. Twitter and Tumblr are popular examples of this platform.
- **Media sharing Network:** These platforms are designed for sharing multimedia content, including photos, videos, and live stream. Instagram, Snapchat and YouTube are prominent examples of media sharing networks.
- **Discussion Forums and Message Boards:** Discussion Forums and message boards facilitate online discussion and interaction among users interested in specific topics or subjects. Examples include Reddit, Quora and Stack Overflow.
- **Social Bookmarking sites:** Social Bookmarking Sites

allow users to save, organize and share links to web pages or online resources. Platforms like Pinterest Flipboard are popular for discovering and sharing content.

- **Review and Recommendations platforms:** These platforms enable users to write and read reviews of products, services, business and places. Yelp, TripAdvisor, and Amazon customer reviews are examples of review and recommendations platforms.
- **Social gaming Network:** Social gaming network brings together gamers to play, compete and interact with each other in virtual environments. Examples include Xbox Live, PlayStation Network and Steam.
- **Virtual worlds and online communication:** Virtual worlds and online communication provide immersive, interactive environments for users to engage with each other through avatars and digital persons. Second Life and IMVU are examples of virtual worlds platforms.

How Social Media Allows Us to Connect:

Social media platforms have also given rise to online communities, where users can connect with others who share similar interests, hobbies or experience. These online communities offer a way for people to connect and engage with others from around the world, regardless of geographical locations.

Advantages and Disadvantages of Social Media:

Advantages:

- Access to educational resources and research materials.
- Facilities collaboration and group projects.
- Provides platforms for academic discussions and debates.
- Helps in networking with peers and professionals in the field.
- Can enhance digital literacy and technological skills.
- Allows for quick access to real-time updates and news relevant to studies.
- Provides platforms for showcasing academic achievements and projects.
- Offers opportunities for virtual internships and professional development.
- Facilities communication with instructions and classmates outside of class.
- Enhances cultural awareness and global perspectives through exposure to diverse viewpoints.

Disadvantages:

- Distraction from studying due to excessive use.
- Encourages procrastination and time-wasting activities.
- May lead to academic dishonesty through cheating and plagiarism.
- Can contribute to cyberbullying and mental health issues.
- Decreases face-to-face interaction and communication skills.
- Can lead to feelings of inadequacy and low self esteem through social comparison.
- May contribute to sleep disturbances and fatigue due to

late-night usages.

- Increase the risk of exposure to inappropriate content and distractions.
- Can create a false sense of knowledge or expertise without proper verification.
- Raises concerns about data privacy and security risks associated with sharing personal information online.

IMPACT OF SOCIAL MEDIA ON STUDENT'S ACADEMIC PERFORMANCE

There are some positive and negative impact of social media on student's academic performance.

Positive Impact of Social Media:

- **Extends learning opportunities:** Social media unleashes more learning opportunities. Online classes and remote jobs are the new norms, so teaching students to work from a distance becomes a necessity for digital literacy and preparing them for their careers. Social media platforms support educators in various ways from sharing announcements to holding live lectures.
- **Create connection with students and alumni:** Social media provides a way for institutions to quickly and directly communicate with students, faculty, staff, and alumni, fostering connection across various audiences. Social content can attract prospective students, keep parents informed, grow alumni networks, promote on-campus events and more.
- **Use live streaming for lecture and discussion:** Instructors can use Facebook Groups, Instagram Live, YouTube Live to stream lectures and facilitate more accessible learning. If a student can't come to the lecture hall, they can join online or review later. Adding live captions helps students who may be deaf or hard of hearing, non-native speakers, or learn visually.
- **Use Instagram for digital story telling:** Have students practice story telling on Instagram by creating class specific accounts where they can present photos or graphics. This can work especially well in visual heavy classes: Have photojournalism students post essays or challenge the social media marketing class to create a faux-brand campaign.
- **Create a class specific pinterest board:** Education can use pinterest to prepare and organize resources, lesson plans and worksheets for their classes in one place. They can also set up pinterest boards for each of their classes and save pins that are relevant to lessons. It can also be useful for students to curate a digital bibliography for research projects, papers, or group assignments.
- **Include social media links on your school Website:** we found that many high school students use social channels to research schools. Many parents and students will check a school's website first if they are interested, and offering even more ways to follow the school creates a different insight into campus life.

- **Manage your communities all under one roof:** Social media empowers universities to bring their various audiences together. Many institutions have an extensive community of prospective and current students, faculty, staff, and alumni, but this causes a common pain point: decentralisation.

Negative Impact of Social Media:

- **Distraction:** Social media platforms are designed to be engaging and can easily distract students from their studies. Constant notification, update and the temptation to check social media frequently can lead to decreased focus and productivity.
- **Procrastination:** Social media procrastination in their academic responsibilities by spending excessive time on social media instead of studying or completing assignments. This can result in poor time management and academic underperformance.
- **Negative comparison:** Social media often present an idealized version of reality, leading students to compare themselves unfavorably with their peers. This can impact self-esteem and motivation, potentially affecting academic performance.
- **Sleep Disruption:** Excessive use of social media particularly before bedtime can disrupt sleep patterns. Poor sleep quality and insufficient rest impact cognitive function, concentration and academic performance.
- **Cyberbullying:** Social media platforms can be breeding ground for cyberbullying, which can have serious psychological effects on students. Victims of cyberbullying may experience anxiety, depression and decreased academic performance as a result.
- **Misinformation:** With the proliferation of fake news and misinformation on social media students may encounter inaccurate or biased information that can influence their understanding of academic subject and critical thinking skills.
- **Privacy concerns:** Students may unwittingly share personal information or engage in risky behaviors on social media, leading to privacy breaches or negative consequences that can impact their academic reputation and future opportunities.
- **Impact of mental health:** Overuse of social media, especially when it involves comparison with peer or exposure to cyberbullying, can negatively affect students' mental health, leading to stress, anxiety and decreased motivation, ultimately affecting their ability to focus and perform well academically.

IMPORTANCE OF SOCIAL MEDIA ON STUDENT'S LEARNING

- **Access to educational resources:** Social media platforms

often host groups, pages, and forums dedicated to academic subjects, providing students with access to educational content, study materials and discussion that can supplement their learning.

- **Collaborate and networking:** Social media facilitates communication and collaboration among students, allowing them to form study groups, share notes and engaging in peer-to-peer learning, which can enhance their academic performance through collective problem-solving and knowledge sharing.
- **Enhanced communication with educators:** Social media platforms can serve as additional channels for students to communicate with their professors, ask questions, seek clarification, and engage in discussions outside of the classroom, fostering a more interactive and supportive learning environment.
- **Digital Literacy and critical thinking:** Engaging with social media requires students to develop digital literacy skills and critical thinking abilities to discern credible sources, evaluate information, and navigate online intersection responsibly, which are essential for academic success in an increasingly digital world.
- **Balance and self-Regulation:** Achieving a balance between social media usage and academic responsibilities is crucial for students to effectively manage their time, prioritize tasks, and maintain healthy study habits, ultimately influencing their academic performance positively or negatively depending on their ability to self-regulate their online activities.
- **Information sharing and updates:** students can stay updated with relevant information, announcements, and academic events through social media channels maintained by educational institutions, professors and student organization, enabling them to better organize their academic schedules and activities.
- **Feedback and peer review:** Students can receive constructive feedback and peer review on their academic work through social media platforms, helping them to identify areas for improvement and refine their skills, ultimately leading to better academic performance and outcomes.
- **Personalized learning:** Through social media, students can customize their learning experiences by following educational accounts, joining relevant groups and accessing tailored content that aligns with their academic interests and goals, leading to improved academic performance and motivation.
- **Real-Time updates:** Social media allows students to stay updated on current events, trends and developments in their field of study, enhancing their understanding and application of course materials, which positively impacts

their academic performance.

- **Enhanced presentation skills:** Social media platforms offer opportunities for students to showcase their academic achievements, projects and presentation, honing their communication and presentation skills, which are crucial for academic success and future career prospects.

Operational Definition of Terms:

As words may mean differently in different contexts, the following definitions were given as the words used as intended to be understood for the purpose of this study.

Social media: These are forms of electronic communication which facilitate interactive base on certain interests. Social media include web and mobile technology.

Social networking: The use of internet to make information about yourself available to other people especially people you share an interest with to send messages to them.

Social networking sites: A website where people put information about them and can send to others.

Academic: It is concerned with studying from books as opposed to a practical work.

Computer: A computer is a machine that receives or stores or processes data quickly according to a stored program.

Tweets: A short message posted on Twitter (a micro blog).

ICT: Information Communication Technology

Academic performance: Academic performance refers to the measurement of the learning level achieved by students and is considered a key indicator of the effectiveness of educational institutions.

CHAPTER 2

NEED OF THE STUDY

The integration of social media into calls the has become pervasive, particularly among student. it's impact on academic performance remains a subject of debate. This study aims to investigate the relationship between social media usage and academic performance to provide insights for educator and students themselves

REVIEWS OF LITERATURE

Elantheraiyan. P & S. Shankarkumar (2019):

This study investigates the impact of social media on college students in Chennai district India. The study uses a survey to collect data from 200 college students and evaluates four main themes social media usage patterns, impact on academic performance, impact on mental health and impact on interpersonal relationships. The findings suggest that social media use is prevalent among college students in Chennai, and can have both positive and negative impacts on their academic

performance, mental health and interpersonal relationships. The study provides valuable insights into the impact of social media on college students in Chennai and highlights the need for further research and interventions to promote healthy social media use.

Kaushik Bhakta (2017):

The study aimed to determine the nature of social media use among college students, its impact on their academic performance, and its overall effect on them. The survey research method was used and a self-made questionnaire was administered to 200 second year undergraduate students pursuing a BA degree in English in Howrah and Kolkata districts. The results indicated that students primarily used WhatsApp for entertainment purposes and that negative relationship existed between social media usage duration and academic achievement. Social media had both positive and negative impacts on college students. While it allowed them to participate in different groups and social acts, Overuse of social media could also hinder their academic performance. Therefore, it is crucial for parents, teachers, and the government to create guidelines to monitor social media use among students.

Vanithamani et al. (2021):

This study examines the impact of social media among college students in Sullur, Coimbatore, India. The study uses a survey to collect data from 100 college students and identifies four main themes: social media usage patterns, impact on academic performance, impact on mental health, and impact on interpersonal relationships. The study reveals that social media use is prevalent among college students in Sullur, Coimbatore and can have both positive and negative impacts on their academic performance, mental health and interpersonal relationships. The study provides valuable insights into the impact of social media on college students in this region of India and highlights the need for further research and interventions to promote healthy social media use.

Bernard John Kolan & Patience Emefa Dzandza (2018):

The emergence of social media has revolutionized communication, providing valuable tools for education and entertainment. Over two thirds of internet users visit social networking sites, driven by convenience, functionality and flexibility. While social media offers numerous benefits, such as enhancing relationships and developing collaborative abilities, it can also have negative effects on academic performance. Research indicates that social media use is prevalent among tertiary school students, with over 90 percent using SNSs for an average of 30 minutes daily. Social media use can lead to lower academic performance, low self-perception and less interest in college-oriented careers. It can also affect students' use of English, as they may use shorthand or replicate errors made in online communication during exams.

Gilbert M. Talaue et al. (2018):

This article discusses the impact of social media on academic performance of selected college students in Saudi Arabia. The authors use a descriptive research design and surveyed sixty Business administration and Management information systems

students who actively use social media. The article emphasizes the necessity of approaching teenage use of social networks responsibly while highlighting the mixed effects of social media on academic achievements. The authors also reviewed existing studies on the effects of social media on academic performance and found the social media has positive impacts on communication between faculty and students, and also allows for the sharing and generating of ideas related to studies. However, excessive use of social media can be detrimental to time management and healthy addition, leading to poor academic performance.

Anup Adhikari (2020):

This study discusses the impact of social media on Navodit college students. While social media is a modern communication tool, it can have both positive and negative effects on Student. The excessive use of social media can have long-lasting effects on students' mental and physical health and negatively impact their academic performance. The study reports that student use social media mainly to remain updated on trends and make learning technology easier. However the research also highlights concerns such as privacy issues, parental control, peer pressure to join social media. Therefore, the study suggests that students have their own perception of the impact of social media and it is important to be aware of both the positive and the negative effects it can have.

Ritu G. Biswas and Kamalpreet Kaur (2020):

The study explores the impact of social media on Indian youth. The study uses in-depth interviews with 40 young people aged 18-25 and identifies five key themes: socialization, youth formation, political participation, access to information and emotional well-being. The findings suggest that social media has a significant impact on Indian youth's behaviour, attitude and socialization. While it provides a platform for socialization, identify formation, and political participation, excessive use can lead to addiction, anxiety, depression and cyberbullying. Overall, the study provides valuable insights into the impact of social media on youth in India,

Kiran Shankar Lal Soni (2019):

The results of earlier studies on the subject are provided in the literature review, which also aided in choosing the right aims and methods for additional research improvement on the subject. Teenagers and young people, who are growing up as members of the Net generation, are the country's future and builders. They are developing as the internet generation. Simply said, they will make use of the most recent technology, such as iPads, smart phones mp3 player, digital cameras, video games, personal computers. According to Tapscott (1998), children today are raised in a digital environment, and their access to technology has given them more freedom to interact with adolescents and the rest of the world. Younger people trusted the Internet. Opportunities to contribute have been made available by digital media for those nations that have ICT (information communication technology).

Qingya Wang et al. (2011):

This paper discusses the impact of social media on college

students' academic performance. The study aims to explore the relationship between the social media use and study efficiency. Result show that social media is popular among college students, with Facebook being the most used platform. The majority of participants spent 6-8 hours per day on social media, with 68% using laptops to access the sites. While 20% used their cell phones, only 12% preferred desktop computers, in terms of social media use during school hours, 64% of participants reported using social media during school hours, with 80% using it while completing homework. The study found that Social media use is affecting college students' academic performance, as 45% of participants admitted to spending too much time on social media. The author recommended that college students should strive for a better balance between social media use and academics.

STATEMENT OF THE PROBLEM

The world today is a global market in which the internet is the most important sort of information. Since the advent of social media sites in the 1990, it has been assumed in some quarters that the academic performance of students is facing a lot of neglect, challenges and divided attention between social media networking activities and their academic work. It is observed that students devote more attention to social media sites than they do their studies. Students addictiveness to social network, students' frequency of exposure to social network. Social media network that the students are more exposed to and the influence of social media as a medium of interaction between students has been part of discussion in recent times and which have imparted on their academic performance. Instead of students reading their books, they spend their time chatting and making friends via the social media and this might definitely have influence on their academic performance, because when you don't read, there is no way you can perform well academically. It is a common sight to see a student chatting in sensitive and highly organized places like church, mosque and lecture venues. Some are so carried away that even as they are walking along the high way, they keep chatting. Therefore, this study is making an effort to examine how social media impact on student's academic performance of students in Kuchinda College, Kuchinda.

PURPOSE OF THE STUDY

The purpose of the study generally is to examine the impact or influence of social media on the academic performance of students of Kuchinda College, Kuchinda.

Specifically, the study seeks;

- To examine the level of student addictiveness to social media and influence on their academic performance.
- To ascertain how the use of social media has influenced the academic performance of the students in Kuchinda College, Kuchinda.
- To ascertain the difference in students' usage of social media network by gender.
- Find out the extent to which social media negatively affect the academic performance of students.
- Find out the amount of time student Invest in social media.
- Identify the most visited Social networking sites by students of Kuchinda College,

- Determine the students' purpose for using the identified social media sites by students of Kuchinda College Kuchinda
- Identify the Information Communication Technology mostly used by students for social

RESEARCH QUESTIONS

The following research questions were raised;

- Does the social media network that the students are more exposed to influence their academic performance?
- To what extent would student addictiveness to social media network influence their Academic performance?
- What purposes do students of Kuchinda College, Kuchinda use their chosen Social media for ?
- Which social networking sites students of Kuchinda College, Kuchinda visit most?
- What is the extent of time students invest in the use of social media?

RESEARCH HYPOTHESIS

The following hypothesis are generated by the researcher was tested in this study at a 0.05 level of significance.

- There is no significant relationship between the performance of male and female students in Kuchinda College, Kuchinda as a result of their use of Social media.
- There is no relationship between time spent on social media and the academic performance of students.
- There is no relationship between the use of social media and the excellent academic performance of students.

SIGNIFICANCE OF THE STUDY

The study will massive benefit to students, parents, guardians, counselors school teachers, school principals, school owners, management and other stakeholders. It will help teachers, parents, guardians and school management who needs to teach students the importance of prioritizing their needs and visiting social networking sites with good intentions rather than ulterior motives as well as lecturers who need to introduce group discussion forums on social networking sites for students.

The study will enable the students of the senior level so that they will be aware that, apart from the social benefits of this social networking site, using the sites more than necessarily will dangers to their health. It will be relevant in assisting students in understanding the diversity of social media. It will provide relevance materials for students and other researchers undertaking similar research. The study will help students or researchers with more information on the impact or influence of social media on student's academic performance.

CHAPTER 3

RESEARCH METHODOLOGY

This chapter presents the method and procedure that was applied in this study. It was organized under the following sub-heading: Research design, population of the study, sample and sampling technique, research instrument, Method of data collection and method of data Analysis.

RESEARCH DESIGN

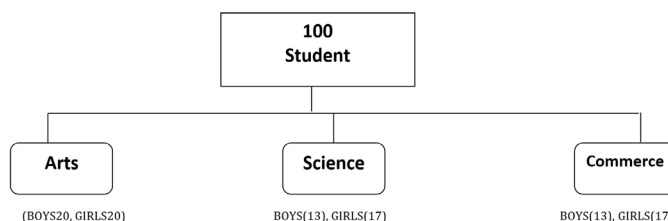
Descriptive research design was adopted for the study. This is a scientific method which observes and describes the behavior of a subject with out influencing it. Sometimes an individual wants to know something about a group of people. The descriptive Research Design was used to provide a foundation for this study by clearly giving an in-depth profile and understanding of the "impact of social media on students' academic performance".

POPULATION OF THE STUDY

Population means the entire mass of a specific region. The target population of this study was considered of all the undergraduate students of Kuchinda College, Kuchinda 2023/24 academic session. The population was perfect because of its accessibility and proximity.

SAMPLE AND SAMPLING PROCEDURE

In statistics and quantitative research methodology a data sample is a set of data collection and the world selected from a statistical population by a defined procedure. The elements of a sample are known as sample points, sampling units or observation. Simple random technique was used in the selection of the sample of this study. 100 graduated Students of Kuchinda College Kuchinda were selected as the sample of the study, where 40 students from Arts, 30 students from both Science and Commerce and of which 46 boys and 54 girls were selected randomly. The diagrammatical representation of sample is given below:



RESEARCH INSTRUMENT

A well-constructed and self developed questionnaire titled Social media and Academic performance of students questionnaire (SMAAPOS)" was used to get the desired information from the students. The Questionnaire was divided into two sections (A and B), Section A was for collection of information on personal data of respondents while & consisted of 28 questions that elicited responses from the respondents with response options: YES/NO.

METHOD OF DATA COLLECTION

The researcher collected the needed data through the use of questionnaire and its administration in the selected faculties. The administration of the questionnaire was carried out by the researcher. A total of 100 copies of questionnaire were distributed to elicit responses from the students and received on the spot by the researchers.

METHOD OF DATA ANALYSIS

Simple table, frequency, simple percentage, standard deviation, 1 test and Pearson Product Moment Correlation (PPMC) were used to analyze both descriptive and inferential statistics in the presentation and analysis of the data. These statistical tools

were used because they are suitable means of interpreting data generated from the respondents.

CHAPTER 4

DATA PRESENTATION AND ANALYSIS

This chapter presents the results and discussion from this study in three sections under the following subheadings:

- Presentation of Demographic Data
- Analysis of data and testing Hypothesis
- Discussion of findings

PRESENTATION OF DEMOGRAPHIC DATA

Sl/No	Faculty	Frequency	Percent (%)
1	Arts	40	40.0
2	Science	30	30.0
3	Commerce	30	30.0
	Total	100	100.0

Table 1: Distribution of respondents according to faculty

The table shows the distribution of Students from the selected faculties as follow: Arts -40, Science -30, Commerce-30.

SL/No	Gender	Frequency	Percentage(%)
1	Male	46	46.0
2	Female	54	54.0
3	Total	100	100.0

Table 2: Distribution by Gender of Respondents

The table shows 100 respondents took part in the study. Out of 100 students, 46 (46%) were male while the remaining 54 (54%) were female. The result from the table implies that the female students were more than the male students.

Sl/No	Age of Respondents	Frequency	Percentage (%)
1	13-18 years	32	32.0
2	19-22 years	64	64.0
3	23 years and above	4	4.0
	Total	100	100

Table 3: percentage distribution of age of the students

As shown in the table (32%) of the student were within the age of 13-18, those who are category of 19-2 years are (64%), while 4% under the age of 23 and above.

ANALYSIS OF RESEARCH QUESTION

Research Question 1:

Does the social media network that the students are more exposed to influence their academic performance?

SL/No	Items	Yes	No	Remark
1	The usage of Wikipedia for research has helped improve my grades.	73%	27%	Accepted

2	Engaging in academic forums on yahoo reduce my rate of understanding	59%	41%	Accepted
3	I engage in academic discussion on Twitter and this has improved my academic performance	62%	38%	Accepted
4	Social media has provided good learning experience by consistently sharing ideas with peers	89%	11%	Accepted
5	Social media enhance my learning by getting my assignment done	78%	22%	Accepted
	Total (361+139) 500	361 (72%)	139 (27.8%)	

Table 4: Exposure of students to social media network and their academic performance

The table show that (361) 72% participants' response strongly agree or yes that student's exposure to social media network has significant influence on student academic performance but (139) 27.8% response No on these statements.

Research Questions 2:

To what extent would student addictiveness to social media network influence their academic performance?

SL/No	Items	Yes	No	Remark
1	Addiction to online social network is a problematic issue that affects my academic life.	59%	41%	Accepted
2	Online social network distract me from my studies.	57%	43%	Accepted
3	There is no improvement in my grades since I became engaged into these social networking sites.	62%	38%	Accepted
4	I usually experience some health symptoms like headache after long use of social media.	55%	45%	Accepted
5	Hours spent online can never be compared to the number of hours I spend reading	72%	28%	Accepted
	Total (305+195) 500	305 (60%)	195 (39%)	

Table 5: Students Addictiveness to social media network and Academic Performance

The table shows that 305 (60%) of the participants response strongly agree or yes addictiveness to social network has a significant influence on their academic performance but 195 (39%) response No on these statements.

Research Questions 3:

What Purposes do students of kuchinda college, kuchinda use their social media for?

SL/No	Items	Yes	No	Remark
1	I use social media networking sites to relate with peers and classmates.	91%	9%	Accepted
2	I use Social media sites for communication purposes.	994%	6%	Accepted
3	I use social media sites basically for entertainment	53%	47%	Accepted
4	I use social media mostly for my assignments.	87%	13%	Accepted
5	I use social media sites to be abreast of happening in the worlds.	79%	22%	Accepted

Table 6: Purpose of which students visit social Networking sites

Based on the result from this table, the table shows that the purpose in which students of Kuchinda College, Kuchinda use their chosen social media for are: use social networking sites to relate peers and classmates (91%), use social media for communication purposes (94%), use social media basically for entertainment (53%), use social media sites mostly for my assignments (87%), use social media sites to be abreast of happenings in the world (79%).

Research Questions 4:

Which Social networking sites students of kuchinda College, Kuchinda visit most?

SL/No	Social Media Platforms	Percentage
1	2go	0
2	Facebook	38
3	Whasapp	40
4	Blackberry	0
5	Messenger	4
6	Instagram	16
7	Yahoo Messenger	2
8	Other	-

Table 7: Most Visit social Networking site by students

The table most visit social networking sites by kuchinda college, kuchinda students. Overall, Whatsapp was the must visit social networking (40%) then Facebook (38%), Instagram (16%). The Least visit social networking sites were 2go and blackberry, Therefore the social networking sites in which students of kuchinda college, kuchinda visit most are Whatsapp, Facebook, Instagram.

Research Questions 5:

what is the extent of time students of kuchinda college, kuchinda invest into use of social media ?

SL/No	Items	Yes	No	Remark
1	I Spend my Leisure hours on social media sites	74%	26%	Accepted
2	My social networking account is active all through the day	59%	41%	Accepted
3	I spend an average of one hour on social networking	71%	70%	Accepted
4	I rarely visit social networking sites	30%	70%	Accepted
5	I visit virtually social media sites daily	65%	35%	Accepted

Table 8: Time Spent on Social media sites by student

The table shows all that students accept the following: visit virtually all social media sites daily (68%), spent their leisure hours on social media sites (74%), their social networking account is active all through day (59%), and spent an average of one hour on social networking sites (71%), The table also shows that the students do not accept the student that they rarely visit social networking sites (70%). Based on the result from table it can be inferred that students of kuchinda college, kuchinda spend all their free time on social media of their choice.

HYPOTHESIS TESTING:

Ho1: There will be no significant difference in the performance of male and female student in kuchinda college, kuchinda.

Test Variable	Grouping Variable (Gender)	N	Mean	Std.D	df	Teal	Sig.	Remark
Performance	Male	46	22.47	2.05	98	5.504	.000	Significant
	Female	54	20.00	2.39				

Table 9: Summary of T –test Showing difference in male and female students performance

The table Shows that the difference in the performance of male and female student in kuchinda college, kuchinda as a result of their use of social media. The table shows that the mean score for male students is 22.47, while that of the female students is 20.00. The values of the mean scores revealed an appreciable difference. Therefore, there is significant difference in the performance of male and female students in kuchinda college, kuchinda as a result of their use of social media (df=98, t=5.504; p<0.05). Hence, hypothesis 1 is not accepted.

Ho2: There is no relationship between time spent on social media and academic performance of students in kuchinda college, kuchinda.

Variables	Mean	STD.D	N	r	Sig(p)	Remark
Time Spent On SNS	7.99	1.34	100	-.401	.028	Significant
Academic Performance	21.14	2.55				

Table 10: Summary of Pearson Product Moment Correlation showing Relationship between time spent on social media and students academic performance

The table shows the relationship between time spent on social media and academic performance of students in kuchinda college, kuchinda. The shows that was a strong, negative relationship between time spent on social networking sites and academic performance of students which was statistically significant. (N=100; $r=-.401$; $p<0.05$). Hence, hypothesis 2 is not accepted.

Ho3: There is no relationship between the use of social media and excellent academic performance of students.

Variables	Mean	STD.D	N	r	Sig(p)	Remark
Use of SNS	9.23	.75	100	-.844	.020	Significant
Academic Performance	21.14	2.55				

Table 11 Summary of pearson product Moment Correlation showing Academic Performance

The Table shows the relationship between use of social media and academic performance of students in kuchinda college, kuchinda. The table shows that there was strong, negative relationship between use of social networking sites and act performance of the students which was statistically significant. (N=100; $r=-.844$; $p<0.05$). Hence, hypothesis 3 is not accepted.

IMPLEMENTATION OF RESULT: (MAIN FINDINGS)

The findings from this study are quite revealing. Social media has positive and negative impact on student's academic performances. The result revealed that the purpose in which student of kuchinda college, kuchinda use their chosen media for are use of social media networking sites to relate with peers and classmates, use social media sites for communication purposes, use social media sites for basically for entertainment, use of social media mostly their assignments and they use social media to be abreast of happenings in the world (news). The students spend all their free time on social media for their choice.

The extent to which the use of social media influence performance of students (72%) of Kuchinda College, Kuchinda is high. The students accept the following as being the area in which social media influenced: usages of Wikipedia for research has helped improve their grades, engaging in academic forums on Yahoo reduce their rate of understanding, engage in academic discussion on Twitter and this has improved their academic performance, Social media has provided good learning experiences by consistently sharing ideas with peers. Social media enhances their learning by getting their assignment done.

The findings also revealed that addictiveness to social media has negative impact on students' academic performance like: addiction to online network is a problematic issue that affects their academic Life, online social network distract them for their studies, there is no improvement in their grades became engaged into these social media sites. They usually experience some health symptoms like headache after long use of social media and also hours spent online can never be compared to the number of hours they spend on reading. We can see that the

results revealed that the students all most neglect their studies and performed badly.

The study revealed that the social networking sites in which students of Kuchinda College, Kuchinda visit most are WhatsApp, Facebook and Instagram. However, our findings implied that students who are experiencing difficulties at college and who are not fully engaged in their studies may be those who are most likely to turn to Facebook for distraction and entertainment or even to cope with their frustration.

The results of this study revealed that the amount of time spent on social media sites interfere with the academic performance of students. In, addition, the students developed poor writing skills and their grammar usage was very poor and they performed badly.

When we focussed on hypothesis testing, the results revealed that there was a significant difference in the performance of male and female students in Kuchinda College, Kuchinda as a result of their use of social media. Majority of the female students used social media sites for academic purposes such as assignment, sharing ideas, discussing class activities etc. A greater number of male students used social media sites for communication and entertainment purposes. The findings also revealed that female students used social media more than their male friends. The findings of the study also revealed that there is no relationship between time spent on social media and academic performance of students. And there is no relationship between the use of social media and excellent academic performance of students in Kuchinda College, Kuchinda.

CHAPTER 5

RECOMMENDATIONS

Based on the findings of this study, the following recommendations are offered,

1. The stakeholders (school authorities, teachers, parents and guardians) should pay more attention to the female folk. Both male and female students need to be guided properly and informed on the vulnerability they may face on these sites if not utilized in moderation.
2. Lectures should introduce a group discussion forum on these networking sites for the students to contribute positively on different topics of interest; this will keep them active in a productive way.
3. Teachers, parents, guardians and school management should teach students the importance of prioritizing their needs and visit social networking sites with good intentions rather than for ulterior motives. They should be encouraged to explore the potential benefits of social media sites.
4. Parents, teachers or lectures, school management and Government bodies should monitor the students from falling to dangers of wrong use of these social media sites. Schools teachers or college lectures should also make sure that when students are in class they pay attention to teaching and not distracted by some social networking

sites.

5. Parents, teachers and school management also need to teach the students about time management. They should put a limitation to students' activities while at school, college, and at home. So, that they will not fritter away useful time on irrelevant activities like chatting.
6. Social networking sites should be expanded and new pages should be created to enhance academic activities and avoid setbacks in students' academic performance.
7. The use of social media network by students should focus on the academic relevance of those sites instead of using them for negative purposes.

CONCLUSIONS:

In my opinion social media is not exactly a ray of sunshine nor it's completely a devil's plan. It can be as much positive as you want. The impact of social media on academic performance is multifaceted. While some studies suggest a negative correlation due to distraction and time management issues, others indicate potential benefits such as enhanced communication and access to educational resources. Ultimately, the relationship between social media use and academic performance varies among individuals and depends on factors like usage patterns, self-regulation, and the nature of academic tasks. More research is needed to fully understand these dynamics and develop effective strategies for balancing social media use with academic responsibilities.